

ABSTRACT OF THE DISCLOSURE

A center terminal to be used in an information providing system for providing related information that is related to advertising content associated with video content is provided. The center terminal includes: a part for receiving user information, content information for identifying the video content and locating information for locating advertising content; a part for storing, for each video content, identification information of advertising content and locating information corresponding to the advertising content; a storing part for obtaining identification information of advertising content by using the content information and the locating information, and storing the identification information or related information on the advertising content; a sending part for sending the related information on the basis of the user information.